C4725-2
3/3/88

FEBRUARY 1988

Lawn&Garden Marketing®

An Intertec publication

Cover story: National Garden Week plans

Salary survey results • Product testing

A20800-----SI EA5200 XXXXX LGN
F00701810000000XL8 NY3

SRI - CONGRESSIONAL INFO SVC
SUITE 800
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

Contents

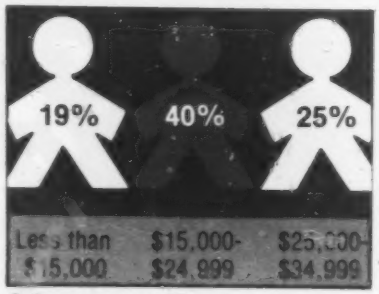
Lawn&Garden® Marketing

The merchandising magazine for lawn, garden and leisure living products.

FEBRUARY 1988 VOL. 27, NO.2 PUBLISHED 10 TIMES ANNUALLY

Worth a look, 4

National Garden Week, 6



Salary survey, 18

FEATURES

Cultivating National Garden Week

Though National Garden Week failed to fully blossom last year, the seeds have been planted, and it is hoped by next year the industry will be able to reap the benefits.. 6

What's the payoff in lawn & garden?

Despite long hours and low pay, the results from *Lawn & Garden Marketing's* salary survey show that people in this industry keep with it for one important reason: they like it.. 18

COLUMNS

From the Editor

By Susan L. Anderson. 2

Worth a Look

By Dr. Frank A. Viggiano Jr. 4

On the Market

By Wendall J. Burns. 16

DEPARTMENTS

Questionnaire

Manufacturer's Incentives. Describe how effective you think manufacturer's incentives are in generating consumer sales. Are rebates more successful than instant premiums? Which manufacturers are doing a particularly good job?. . .9

Calendar. 12

Power Equipment Report

Tecumseh to build plant in Tennessee; OPEDA offers resource book; OPE safety month announced; and the Outdoor Power Equipment Institute board of directors to review the results of the Pro Show. 14

Green Scene

Lawn & garden strong in grocery stores; Lebanon acquires Wondergro; NMC builds 1988 ad program; Safer completes second financing venture; and O.M. Scott & Sons reorganizes. 26

Feedback

Retailers discuss trends, problems and opportunities they have experienced and foresee in the lawn & garden industry. 28

Product Listings

Some of the products seen this month include a riding mower from Yard Man, a mailbox planter, a tandem trailer and Turf Mark. 30

In the News

K mart cuts insert-ad funds; Rubbermaid to build in Tennessee; NHS works at getting L&G its own building; and Yellow Pages help boost L&G sales. 38

Manufacturer's Literature. 42

Cover design by 10-year-old Damion K. Raymond of Liberty, Texas, winner of the National Garden Week '87 poster contest.

MARCH:

- **1987 retail sales**
- **Electric mowers**
- **UPC barcoding**

Postmaster: Return form 3579 to *Lawn & Garden Marketing*, P.O. Box 12942, Overland Park, KS 66212-0930.

Copyright 1988 INTERTEC PUBLISHING CORP. All rights reserved.

From the Editor

Few can appreciate the life of a lawn and garden retailer more than I. As I was growing up, my father worked in retailing. In fact, nearly 30 years ago he helped establish the first lawn and garden department for what was then Katz Drugs. Then, as the buyer, he made decisions for its hardlines and traveled from Kansas City to Texas to select greengoods for the chain's nearly 50 retail outlets.

My father had worked for Katz for more than eight years when he left to join the staff of another discounter, Skagway, in Omaha, Neb. There he filled the position of personnel manager. Skagway later was purchased by Skaggs Drugs, a division of American Stores—which, ironically, later purchased Katz and then Osco Drug and now operates the drug chains under the Osco name. In 1968 he left retailing after 14 years to seek greater financial rewards in real estate sales.

When my father worked in retailing, I thought he had the most glamourous job in the world. Our biggest thrill as children was to be taken to the store on Saturdays where we could watch the hum of customer activity from the offices above the sales floor. We'd gather sheets of blank paper and smelly magic-markers from vacant desks, and my brother and I would draw for hours, copying sale signs and media ad boards that lay around. There were many of those Saturdays. I later realized that working Saturdays was not the thrill for my father that it was for my brother and I—that under the guise of fun for us was simply hard work and long hours away from family and activities for my father.

Readers, like yourself, have painted a similar picture of retailing. In fact, many of you have said lawn and garden retailing is particularly unrewarding financially (see "What's the payoff in lawn & garden?," page 18). In the '60s, as the Katz horticulture and pet buyer, my father's salary was $6,000 per year; he was the main support for a family of five. The majority of department buyers responding to our own salary survey indicated they made less than $25,000 in 1987. Taking into consideration inflation, retail salaries haven't increased significantly in 25 years...and they aren't likely to. Today, the average retail employee makes $7.85 per hour or $16,328 per year.

The U.S. Bureau of Labor Statistics forecasts significant job growth for retail and wholesale trade personnel at 2.8 million additional jobs over the next 10 years. The question here is if retailing continues to be unrewarding financially, what kind of employees will it attract?

Furthermore, *American Demographics* magazine reported in a recent issue: "The requirements of the jobs that need to be filled over the next decade are not in balance with the skills and geographic locations of job seekers. With fewer new workers, employers will be increasingly dependent on the ability and willingness of the existing work force to learn new skills and move to new locations."

In my father's case, the latter was true. He found greater opportunity elsewhere and moved his family from Kansas City to Omaha. But even with a better position there, he was still in retail—where four-day holidays are non-existent, 50-plus hours per week are the norm and six-day workweeks are the rule. I guess for most retailers that's the long and short of it; but maybe for others, that's the glamour of it.

Susan L. Anderson

Lawn&Garden Marketing

LAWN & GARDEN MARKETING Vol. 27, No. 2 (USPS 306-340) is published 10 times annually Jan-April, June-Nov by Intertec Publishing Corp., 9221 Quivira Rd., P.O. Box 12901, Overland Park, KS 66212, (913)888-4664. Second-class postage paid at Shawnee Mission, KS and additional mailing offices. Postmaster: Send address changes to *Lawn & Garden Marketing*, P.O. Box 12942, Overland Park, KS 66212.

EDITORIAL
Susan L. Anderson, *Editor*
Gina Kellogg Hogan, *Associate Editor*
Wendy A. Bishop, *Editorial Assistant*
Wendall J. Burns, *Consulting Editor*
Dr. Frank A. Viggiano Jr., *Consumer Reporter*
Linda Pokorny, *Graphic Designer*
Kevin Callahan, *Creative Director*

MARKETING
Brian Agnes, *Director of Marketing*
Teresa Flucke, *Marketing Coordinator*

ADVERTISING
Nancy Hupp, *Ad Production Coordinator*
(Regional sales offices listed on classified page.)

CIRCULATION
Doug Riemer, *Vice President*
Sandra Stewart, *Director*
Dee Manies, *List Development/Subscriber Relations Representative*

ADMINISTRATION
R.J. Hancock, *President*
John Wickersham, *Vice President*
Ron Wall, *Publisher*

Subscription information: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries. Foreign airmail optional at an additional $55 per year. Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing. Subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212-0930. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, mechanical, electronic, photocopying, recording or otherwise without the publisher's written permission.

Photocopy rights: Permission to photocopy for internal or personal use is granted by Intertec Publishing Corp. for libraries and others registered with the Copyright Clearance Center (CCC), provided the base fee of $2 per copy of article is paid directly to CCC, 21 Congress St., Salem, MA 01970. Special requests should be addressed to publisher. ISSN 0091-4665: $2.00. Article copies, 16mm microfilm, 35mm microfilm and 105mm microfiche are available through University Microfilms International, 300 N. Zeeb Rd., Ann Arbor, MI 48106.

Correspondence: All correspondence should be addressed to 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212; (913)888-4664.

Copyrighted 1988. All rights reserved.

ABP INTERTEC PUBLISHING CORPORATION VBPA

What's the pay off in lawn & garden?

Despite long hours and low pay, the results from *Lawn & Garden Marketing's* salary survey show that people in this industry keep with it for one important reason: they like it.

By Gina Kellogg Hogan, *associate editor*

More than 60 percent of employed Americans are satisfied with and enjoy their jobs, according to a survey reported in *American Demographics* magazine. These results are in step with *Lawn & Garden Marketing's* annual salary survey questionnaire.

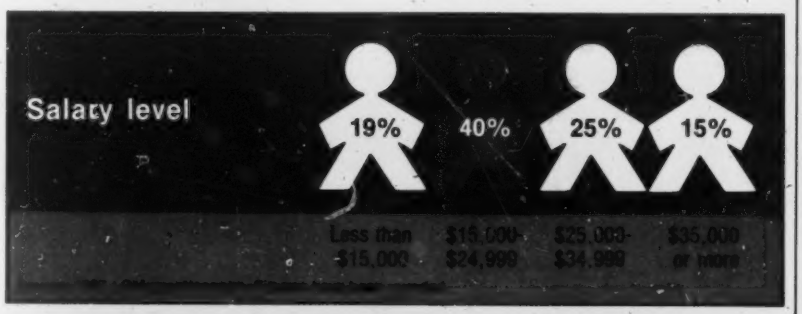
More than three out of four of the respondents to *LGM's* October 1987 questionnaire were store managers, although assistant managers, owners, presidents, vice presidents and department managers and buyers were also represented in the survey.

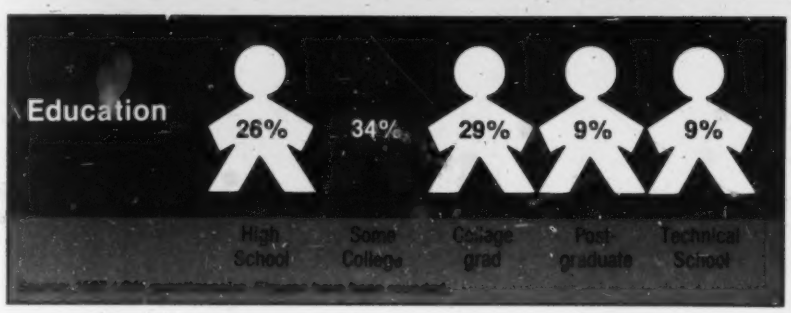
On the average, most of the respondents expressed their positive thoughts about working in the lawn and garden industry. But a significant number of respondents indicated they were unhappy with their jobs.

A profile of the average respondent to our survey follows: A store manager, he has worked in the industry about 14 years, 9.6 of these in his current job. At just over 39 years old, he has some college, is paid $23,000 a year and received a 9.3 percent salary increase during the past year. He works about 53 hours during a six-day work week—averaging about 9 hours a day.

Even when broken out into separate categories—of hardware/home center, multi-department store, power equipment dealer and garden center—the average profiles do not differ that much from one another.

For example, the average hardware/home center respondent—a male—works 52 hours a week, during a six-day work week. He averages $22,200 a year in salary and received an 8.2 percent increase in his wage during the last year. Approximately 38 years old, he has some college education. He is a





store manager, has worked 8.5 years in his current job and almost 12 years in the industry.

The average multi-department store respondent has worked 10 years in the industry, six of these in his current job. He is a store manager, has had some college education and is about 36 years old. He makes $27,500 a year—the most of any of the four categories—and received an 8.2 percent salary increase during the last year. He works 52.9 hours during a 5.6 day work week.

The average power equipment respondent, a store manager, is 48 years old—the oldest of the four categories. He works more each week than respondents in the other categories, as well: 55.9 hours a week, 6.2 days a week. Making $23,600 a year, his most recent salary increase was 10.4 percent. After receiving some college education, he has worked in the industry 17.8 years, 14.3 in his current job.

The average garden center respondent has worked in the industry for 12.8 years, 7.8 in his current job. He is a store manager, possibly a college graduate—one in 10 has a master's degree—and about 35 years old. His salary increase during the last year was 8.2 percent, and his salary level is at $22,200 a year. He works 52.1 hours during a 6.2 day work week.

What do these "average" profiles say about our industry? They indicate that, despite the long hours and the low pay, men and women in this industry get a great deal of satisfaction out of what they do and will stick with it, despite an overabundance of disadvantages.

What makes it all worthwhile

To support such statements, one multi-department store respondent said this about working in the industry: "(It is a) time of much change in an 'over-stored' country. Pressures of declining work force, recession and ultra competition make the growing rough. But, what a great business to be in!"

And, according to another, "As the owner of an independent sales and service shop, I find the hours long, monetary gains average, problems many. But the rewards of knowing that what I've achieved I've done myself; (it) is very satisfying."

The negative vs. the positive

Comments to the contrary, however, cannot be dismissed. Complaints and cries for help were abundant. One power equipment dealer said simply, "Too much competition for small dealer to make a decent living in lawn and garden equipment only. I'm getting out."

Another said, "(It's) not possible to make a living as a retail nursery employee. Too much of the nursery business is going to large department store chains. We can't compete!"

Another complained, "Opportunities are great, but, overall, pay could be better for all in the nursery business. (We) should educate the public toward those who specialize in service...Also look toward computers and videos to educate, while not detracting from personal customer service. Independent nurseries are finding it more difficult to compete with high volume, low price discount chains."

And another disconcerting plea, "There is very little opportunity in this industry after a store manager position...All that is left 'to climb the ladder' is to leave and open your own business. Many—most—nurseries are small, family-owned businesses with little opportunity for advancement. As a horticulturist, with a B.S. degree, I consider myself lucky to have even found a job in this market."

The top 10 benefits received:

1. paid vacation
2. paid holidays
3. paid medical insurance
4. paid sick leave
5. company-paid attendance at trade meetings/shows
6. paid life insurance
7. bonus
8. vehicle for personal use
9. paid disability insurance
10. (tied) paid association membership and personal business days

Source: October 1987 *LGM* questionnaire. Based on 227 respondents.

That this person found it difficult getting a job seems to be a contradiction of what others in the industry are saying; these industry employers deplore the lack of quality, educated help. "No interest among students in entering the field anymore," said one garden center respondent in the Northeast. Another said, "Low pay and seasonal work make it hard to attract and keep good people."

And for those already in the industry, the outlook isn't much better. A landscape architect in Pennsylvania was even more despondent. "Depending on what area you are in, and the size of the company you work for, your salary is too low for the experience one has. I think this holds true everywhere in the country. I would not steer anyone to this profession (unless) as a last resort."

Feeling good about what you do

But what does the industry hold for those who can stick it out and remain

continued...

Payoff...*continued*

in the running? Perhaps a great deal of satisfaction, for one. Don Mayberry Jr., a vice president at his family-owned Mayberry Sales & Service, Port Murray, N.J., says he's never thought about any other profession. "I've grown up with it; I love it," he says. He admits that he sees more room for profit, but he says that's true in any business. As to what makes his job a satisfying one, he says, "I work on a one-on-one customer basis. I try to be as honest as I can, which makes for a good customer rapport. People come back to our store because

of the service." That makes him feel good, he says.

Others in the industry are satisfied as well. Not only do they enjoy what they do, but the fringe benefits aren't bad either. According to the *AD* survey, a majority of Americans are satisfied with the benefits they receive, such as vacation, sick leave and health plans. This supports *LGM's* results, as well, where few respondents answered the question, "What non-salary benefit that you *don't* have now would you like most?"

As to the benefits employees *do* receive, 85 percent of the respondents said they receive a paid vacation each year, of about 13.6 days a year. And more than two out of three respondents said they receive paid sick days—the median number was 8.2 days a year. More than three out of four also receive paid holidays, about 6.7 days a year.

Some differences were evident among the different segments of the industry as to the benefits they receive. For example, dental insurance was not paid for a majority of the respondents, except for those working for multi-department stores, where nearly half received it. The findings were similar as to those respondents who said they are involved in a stock purchase plan: 28.6 percent of the multi-department store respondents said they receive such a benefit, but only 6.5 percent of garden centers, 10.6 percent of hardware/home centers and 6.4 percent of power equipment respondents did.

More multi-department respondents had an employee savings plan, too: 23.8 percent compared to 6.5 percent of garden centers, 7.6 percent of hardware/home center and 1.6 percent of power equipment respondents. More garden center and multi-department store respondents received a tuition reimbursement plan than the other categories also.

Can age be a factor in job happiness?

Statistics in the *AD* study suggest that age is a significant factor in whether people are satisfied with their jobs. According to that survey, young people are the least satisfied with their work—only 13 percent of people younger than age 25 said they are "most" satisfied with their work. Twenty-five percent of workers age 45 to 65 said they were "most" satisfied.

However, according to the comments made by *LGM* respondents, age has little to do with being satisfied—at least in the lawn and garden industry. In the 25 to 34 age group, respondents were about split as to whether they believed this to be a good industry in which to work. Of the few respondents under the age of 25, most had positive comments to make about the trade. A department manager in Ohio, under the age of 25, for example, said, "The lawn and garden industry is growing each year," leading one to believe that this employee sees ample opportunity for advancement and success. Another respondent under age 25, an assistant store manager for a garden center in Michigan, said, "(There are) many opportunities to move up."

Years in the industry

About one out of four of the respondents has been in the industry from 15 to 24 years—a majority of the respondents. The median number of years that respondents had worked in the industry was 13.8. Out of the four categories of respondents, the hardware/homecenter stores employed personnel who have been in the industry the longest—one out of five of their employees have worked in lawn and garden for more than 25 years. The power equipment category has nearly that many.

More than 20 percent of the respondents have worked in their present jobs from five to nine years. The median number of years in a current job was 9.6.

The median hours worked each week is 53. People in the power equipment aspect work the most hours, about 56 hours a week, while hardware/homecenter respondents work 52. Nearly one in three respondents work 60 or more hours per week. Fewer than one in 10 work a regular, 40-hour week.

A Monday through Saturday workweek is the norm. Most respondents work six days a week. Only about one in five work a regular, 40-hour, five-day work week. One in 10 work more than six days a week.

What it's worth in dollars and cents

Salary is the area where most of the respondents had complaints—not unlike the rest of employed Americans. Only 42 percent of Americans are happy with their paychecks, and more than one in four say they are dissatisfied with them, according to the *AD* survey.

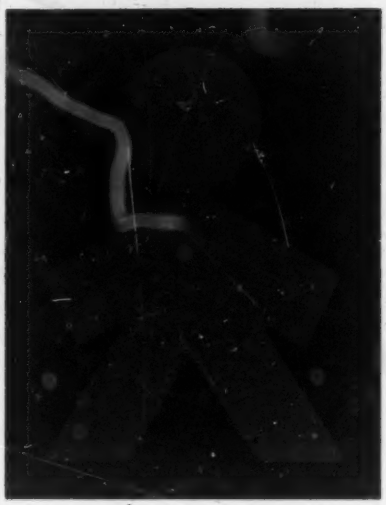
Comments from retailers responding to the *LGM* questionnaire reflect such dissatisfaction. In a nation where law school graduates are going out and pulling in from $50,000 to $100,000 in

continued...

The five most desired benefits:

1. paid dental insurance
2. pension plan
3. vehicle for personal use
4. paid medical insurance
5. profit-sharing plan

Source: October 1987 *LGM* questionnaire. Based on 227 responses.



Payoff...*continued*

their first year, many employees in the lawn and garden industry are making an average of $23,000 after spending most of their careers in the field—even those with graduate degrees.

However, this wage still is higher than the national average for a retail trade employee. According to the *Monthly Labor Review*, October 1987, the average total compensation for an employee in the retail trade—including all benefits—is $7.85 an hour. That is $16,328 annually.

Comparatively, the average household income in 1985 was $28,742, according to information from the U.S. Bureau of the Census. And, for even greater comparison, take a look at what the average chief executive officer averages annually: $473,500, according to a survey of 1,000 Fortune 500 executives by the executive search firm Heidrick and Struggles. These executives work an average of 61 hours a week and take fewer than three weeks' vacation a year, though most of them receive a benefit package that includes four weeks' vacation a year.

Though such executives may work hours that are just as long as the employees in this industry, and make sacrifices as well—such as giving up one week's vacation a year—it is still difficult not to become dejected at the thought of such staggering sums of money—especially for the retailer who may come into contact with people who make such sums everyday. One respondent to the *LGM* questionnaire, for example, described his dismay with the owners of the hardware/home center store at which he manages a lawn and garden department.

"I am sad for the amount of money this homecenter brings in compared to the amount of money I make," he says.

He says that despite the high-dollar sales he has brought to the business while he has been manager, he has not been able to convince the owners to put him on commission. At $8 an hour, he can make about $20,000 a year by working extra overtime. He doesn't feel like he is being given a fair shake, considering his 13 years of experience, he says.

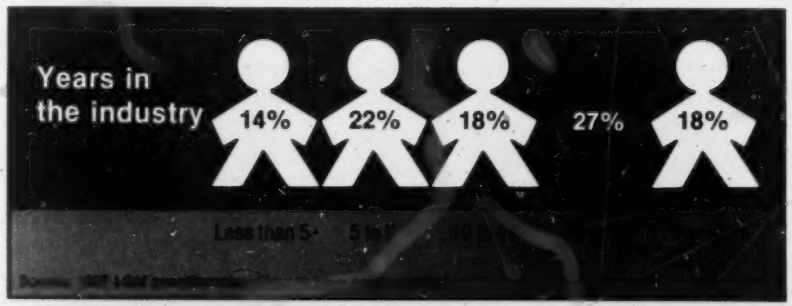
"I see them drive around in their Mercedes, while I can barely find the money to tune-up my old truck," he complains.

Unlike this employee, who only got a 6.7 percent raise last year, almost half of the respondents said they received a salary increase last year of 9.3 percent. Seventeen percent said they received increases from 5 to 9 percent, and 15 percent received increases from 10 to 14 percent.

Making a formal education pay off

Does the amount of education an employee has received have anything to do with how much money he or she makes? According to respondents of the *LGM* survey, evidently not. Several complaints from respondents about low pay were from those who had college degrees, some of whom even had post-graduate degrees.

Most of the respondents to this survey



had some college. More than one in four graduated from high school, and more than one in three graduated from college. One in 10 had post-graduate school training.

Going for broke

So despite what appears to be an occupation filled with long days, short weekends and low paychecks, some aspect of the job must be appealing to people to stick it out, go for broke. Perhaps it is the opportunities for the future. One professor at Harvard University in Cambridge, Mass., thinks the industry is bright.

John Stilgoe, a senior professor in the department of landscape architecture at Harvard, teaches classes to some 200 students each year, all of whom will eventually go into the lawn and garden industry, including retail. Stilgoe admits that the lawn and garden industry is one in which people must work long hours to stay ahead. But, he says, there *is* hope for the future. He predicts that as the planet becomes more crowded, gardening—vegetable gardening in particular—will become much more important. "The lawn care industry is going to have to think of itself as a more inclusive industry," he says.

"The changes won't be fixed in a month," he says, but long term changes are going to make lawn and garden a much more thriving and prosperous industry.

For example, he points out, residents of condominium communities may start to become more involved in the landscaping of their rental properties. They may begin to want to do some of it themselves, rather than leaving it all to be handled by condominium owners' landscape contractors.

Also, other reasons, especially economic ones, will spur people to become more involved in their personal pieces of property. "Cost of vegetables will increase as the cost of suburbanization increases," he points out. Thus, he sees people becoming involved in vegetable gardening to save money—just as they did 15 years ago.

Other concerns will lead people to garden more as well. "People are becoming more concerned about the pesticides and herbicides that have been sprayed on their fruits and vegetables (in other countries). So their response may be to grow their own vegetables," he says. The desire for more quality vegetables will give rise to more gardening also. In Massachusetts, he cites as an example, golden peppers are in high demand. They sell for $6 per lb., however, and are imported from Holland. "They can be grown here, though," he says. So people may turn to gardening to satisfy culinary desires.

A bright future

Thus, despite some of the disadvantages that the industry holds, Stilgoe offers an optimistic picture for the years ahead. "I think the future looks much brighter," he says. "Over the 20-year period, it is extremely optimistic."

Others in the industry must recognize such opportunities as well. A garden center respondent from the West, for example, had a very optimistic attitude.

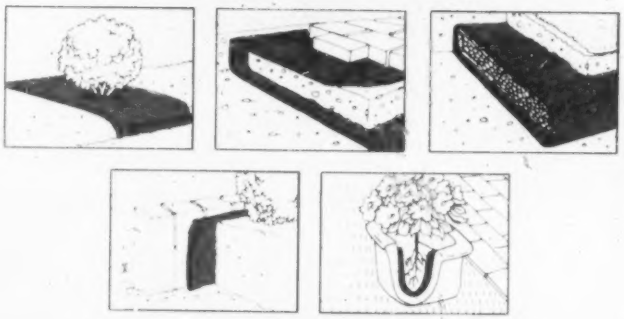
That person said, "The lawn and garden industry is one of the most exciting growth potential industries...The industry offers travel worldwide. (There is) satisfaction in helping (people) achieve success with their plants." And as far as why anyone would want to stick with this industry, perhaps this respondent says it best. "It's a long, hard road to wealth in the lawn and garden business—but a very satisfying occupation." **—LGM**

EarthFelt™

Landscape Fabric by ProGarden Systems

Your soil can now breathe with EarthFelt. Water, air and valuable nutrients penetrate evenly through EarthFelt while protecting your landscape and garden from weeds, soil mixing, soil erosion and excess water runoff. Since EarthFelt is a thick nonwoven polypropylene fabric, it allows lateral drainage within the plane of the fabric while retaining valuable moisture. EarthFelt can last for years when properly installed due to high UV stabilization.

This Is What EarthFelt Can Do For You:



• Weed Control Mat
• Soil Separation/Stabilization • Drainage Filter
• Soil Erosion Control • Frost Protection

Available In Six Sizes:

• 3ft. x 25ft. • 3ft. x 50ft. • 3ft. x 300ft. • 4ft. x 300ft. • 7ft. x 300ft. • 13ft. x 1000ft.

Call (205) 578-4756 or 1-800-225-4547
Manufactured by Polyfelt, Inc., Evergreen, Alabama.

Circle (11) on Reply Card

Green Scene

Lawn & garden strong in grocery stores

The 40th annual Consumer Expenditures Study conducted by *Supermarket Business* magazine indicated lawn and garden product sales were strong in grocery stores in 1986, according to the September 1987 issue of the magazine.

The survey was based on responses from manufacturers, processors, packers and marketers who deal with the more than 700 categories covered. These people answered a questionnaire, supplying industry-wide figures. The numbers were then cross-checked using secondary sources and scanning data.

The accompanying chart provides more detail about several specific lawn and garden products mentioned in the survey. Products like snow shovels, garden tools and supplies and lawn furniture are included in the general merchandise category. This category had sales of $845 million. However, other non-lawn and garden products like clocks, watches, scales, garbage cans and automotive supplies are also included in this figure.

1986 L&G product grocery store sales

	Total value retail sales* (in millions)	Retail grocery sales (in millions)
Pesticides	$532	$339
Floral	657	79
Wild bird seed	280	182
Barbecue grills	578	4
Garden seed packets	110	59

*All outlets
Source: *Supermarket Business*, September 1987.
Dollars rounded to nearest million.

Lebanon acquires Wondergro

Lebanon Chemical Corp., Lebanon, Pa., has acquired the Wondergro brand of turf and garden fertilizer and pest control products from W.R. Grace & Co., New York. Lebanon plans to continue sales of the line through major distributors located primarily in the Midwest. Negotiations are being completed to acquire the trademarks, brand names, packaging and inventory of Wondergro.

Wayne Christianson, formerly with W.R. Grace, will manage the brand sales of Wondergro.

Scotts reorganizes

Eleven months after becoming an independent company, The O.M. Scott & Sons Co., Marysville, Ohio, announced an organizational realignment. The changes were effective Dec. 1, 1987. Formerly grouped by function, Scotts sales and marketing departments will be realigned in separate retail and professional business groups. Each of the two groups will be headed by a general manager having full profit-and-loss responsibility.

Richard Stahl has been named general manager of the professional division. A retail division general manager will be appointed soon. In addition to marketing and sales, each division will have its own administration and finance personnel.

NMC builds 1988 ad program

The Nursery Marketing Council Steering Committee made three big moves to give their 1988 advertising more impact. First, NMC spokesman Willard Scott's contract was renewed for the 1988 calendar year. He will continue to appear in the print advertising to promote summer and fall planting. Second, the advertising will be produced in four-color instead of black and white. This decision was based on the fact that the product isn't black and white so the advertising should depict that. And third, the magazines used to deliver the message were streamlined to include the greatest number of current and potential users. The half-page ads will be placed in *Better Homes & Gardens, Sunset, Southern Living, Home* and *People* magazines.

Safer completes second financing venture

Safer, Inc., Wellesley, Mass., announced the completion of a $3.9 million private equity financing deal. Five million dollars in private financing was obtained in March 1987.

The participating investors include Plant Resources Venture Funds; Aeneas Venture Corp., an affiliate of Harvard University; Merrill Lynch Venture Partners; Citicorp Investment Management; Standish, Ayer & Wood, a Boston investment management firm; and Rockefeller & Co.

Briefs

- Stern's Miracle-Gro Products, Port Washington, N.Y., and Ortho Consumer Products, San Francisco, are co-producing a four-page advertisement to appear in the April issue of *Reader's Digest* magazine, half of which will deal with National Garden Week. The ad will reach more than 50 million potential gardeners and will appear with a gatefold. (See "Cultivating National Garden Week," page 6.)

- James P. Carroll has been appointed national sales manager for Reuter Laboratories Inc., Manassas Park, Va. He plans to build home and garden center and hardware store accounts. Norman D. Tuohy III also joined the sales team. As western divisional sales manager, he will cover a 13-state territory.

- The Professional Interior Plantscape Assn., a group of Southern California interior plantscapers, announced the 1988 board of directors. They are: president, Lydia Panaeri, Living Space,; vice president, Greg Eberly, Designer Greens,; secretary, Selma Morley, Van Herricks' Environmental Planting ; and director of finance, Steve McCurdy, British Indoor Gardens.

- The Lyndale Garden Center, Minneapolis, has been named Dealer of the Year by the Ringer Corp., Minneapolis. The national competition for the award, given for achieving the number one sales volume of Ringer products for a single outlet in 1987, was open to all dealers who sold the company's line of all-natural lawn and garden products.